

ORDER



Orders
Order / Rev: 202814
Alt Order #: 06830672
Product Desc: 9/4-9/10 GEORGE ALLEN
Estimate: 904910
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/30/12 / 08/30/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Smart Media Group
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Allen for Senate (R)
Demographic: A35+
Product Codes: PL5
Priority: P5
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	11	\$9,650.00	\$8,202.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	11	\$9,650.00	\$8,202.50	0.00
Totals	11	\$9,650.00	\$8,202.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	16%	\$9,650.00
Market	100%	\$60,312.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	29%	\$17,490.62
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	24%	\$14,475.00
WTVZ	0%	\$0.00
WVEC	31%	\$18,696.88

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/04/12	09/04/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	-T-----	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----			1			\$300.00		0.00			
E 2	WVBT	09/05/12	09/05/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--W----	:30	1	\$300.00	P3	0.00	NM	1	\$300.00

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 Product Desc: 9/4-9/10 GEORGE ALLEN
 Estimate: 904910

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$300.00		0.00			
E 3	WVBT	09/06/12	09/06/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	---T---	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$300.00		0.00			
E 4	WVBT	09/07/12	09/07/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	----F--	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$300.00		0.00			
E 5	WVBT	09/10/12	09/10/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
NEWS .															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$300.00		0.00			
E 6	WVBT	09/08/12	09/08/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S	-----S-	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
WVBT NEWS SAT AFTER COL FTBAL REVISE TP REVISE TP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$250.00		0.00			
E 7	WVBT	09/06/12	09/06/12	Thur Hour 1 Thu 8-9p	CM	8-9p	---T---	:30	1	\$700.00	P4	0.00	NM	1	\$700.00
RAISING HOPE/NEW GIRL REVISE PRGM REVISE PRGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$700.00		0.00			
E 8	WVBT	09/09/12	09/09/12	NFL Redskins NFL Redskins	CM	NFL Redskins	-----S	:30	2	\$2,000.00	P5	0.00	NM	2	\$4,000.00
REDSKINS REVISE TP REVISE TP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					2	\$2,000.00		0.00			
E 9	WVBT	09/09/12	09/09/12	Fox NFL Reg Season 4p Fox NFL Reg Season 4p	CM	Fox NFL Reg Seas	-----S	:30	2	\$1,600.00	P5	0.00	NM	2	\$3,200.00
NON REDSKINS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					2	\$1,600.00		0.00			
													Totals	11	\$9,650.00